

PHLY-24,738

PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Jeffrey Jovan Philyaw and David Kent Mathews

Serial No.: 09/382,372

Filed: August 24, 1999

Group: 2141

Examiner: Paul H. Kang

For: Method and Apparatus for Matching a User's Use Profile in Commerce with a Broadcast

RECEIVED  
CENTRAL FAX CENTER

MAR 03 2005

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

3/3/05  
(Date of Deposit)Gregory M. Howison  
(Name of Person Mailing Document)

(Signature)

3/3/05  
(Date of Signature)**AMENDMENT AFTER FINAL REJECTION**

In response to the Office Action dated September 8, 2004, please amend the above-referenced patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.

**AMENDMENT AND RESPONSE**

S/N 09/382,372

Atty. Dkt. No. PHLY-24,738